

628-16

SEP 17 1916



**BLACK TOM
EXPLOSION**

JULY 30, 1916

AS SEEN BY

PATHÉ NEWS

FOR

**MISSISSIPPI WIRE
GLASS CO.**

220 FIFTH AVE.
NEW YORK

CHICAGO

ST. LOUIS

10/10/10
10/10/10
10/10/10

DAMAGE from New Jersey explosion, July 30th, 1916, to Polished Plate and Window Glass, will amount to \$1,000,000, while **Wire Glass** stood the concussion with little or no damage.

Think of the shower of glass and lives which would have been endangered had this explosion occurred in the middle of the day instead of the middle of the night.

Of course, one cannot foresee such things as explosions and fires, and living in hopes that nothing will happen, unwired glass is installed in windows. It is not because people do not realize that such glass is absolutely no protection to their plants, because there is not an architect, engineer or building owner in the country, who does not know that Wire Glass in metal frames is the only efficient form of window protection. But when erecting a building, the chief thought is to keep down the cost of construction, and plain glass is installed, never thinking of fire and breakage hazards, cost of maintenance, diffusion of light and probable damage to product or employees as a result of breakage.

They may also put plate glass in the street fronts, thinking its appearance better, but not considering the question of protection seriously enough to install Polished Wire Glass, which gives the beautiful polished surface of plate glass plus the protection of the silver-white wire netting. Must we always wait for an object lesson in the form of disaster such as the:

Dec. 19th, 1910, Gas Explosion, Grand Central Terminal Yard, New York City,

Feb. 1st, 1911, Dynamite Explosion on Barge near the Central Railroad of New Jersey Freight Pier, at Communipaw, N. J.,

March 25th, 1911, Asch Building Fire, New York City,
before we think seriously?

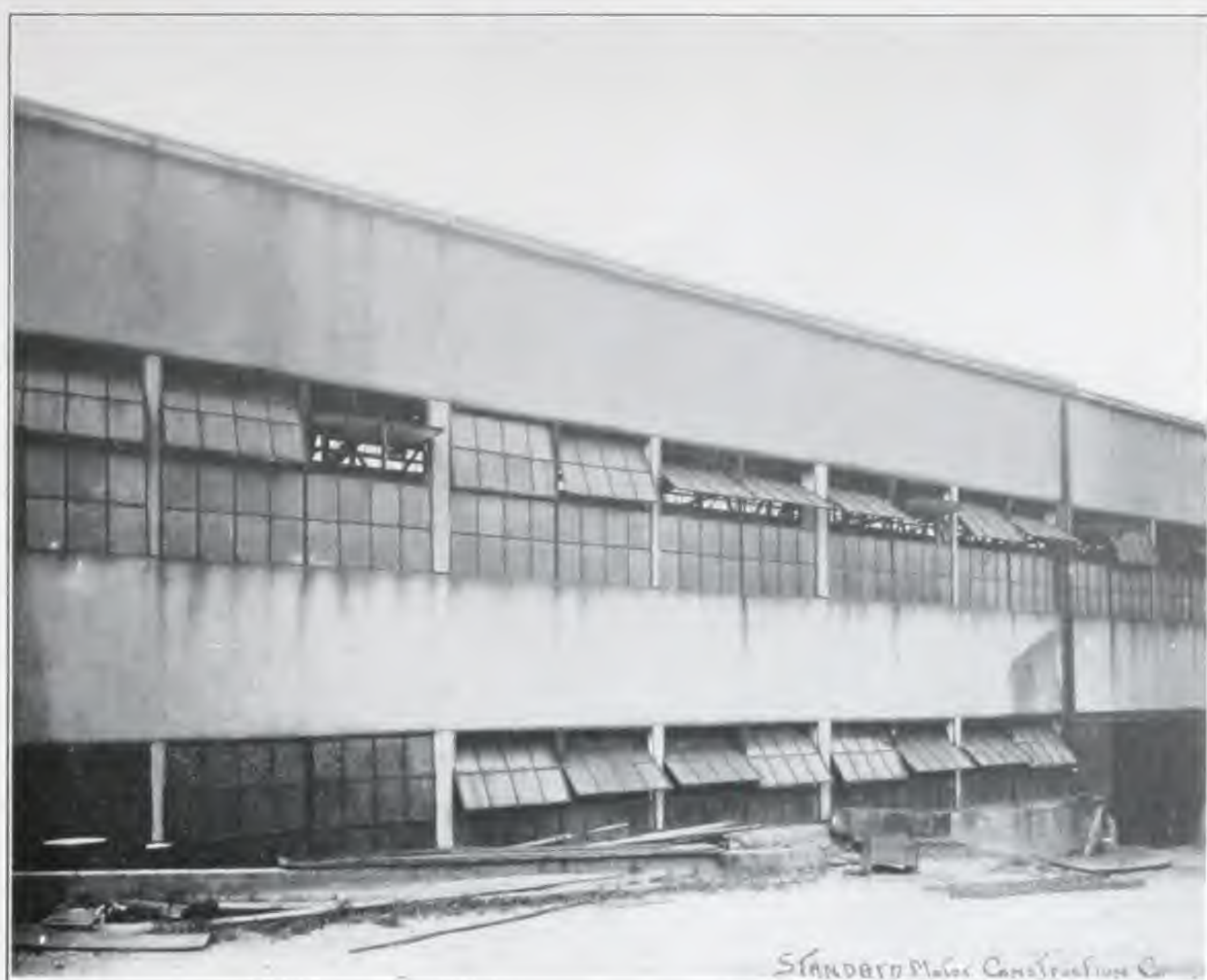
Compare the photographs in this circular—The Standard Motor Construction Company's building, with its Wire Glass windows exposed to the brunt of the explosion. Glass cracked in thousands of places but remained absolutely intact, protecting the contents of the building from exposure to fire, or driving rain

and dampness which might damage valuable machinery. Work continued as usual. No harm done to machinery or employees. It is not even necessary to replace the cracked glass, except for appearance, and that can be done at leisure. While on the other hand, in a building perhaps more elaborate in appearance and costing more for artistic design and finish, equipped with the cheapest form of window construction, when exposed to the shock, the glass was blown out and in some instances even the wood frames destroyed. Imagine the condition of tools and machinery in this building after the explosion, and how much worse it would have been had the explosion occurred at 2.08 P. M. instead of A. M.? How many workmen would be in the hospitals with bandages over their eyes? How many men would come back to work at all to a trade which required their eyesight?

At the time of the Grand Central explosion, we received a letter from Royal S. Copeland, A.M., M.D., Dean, New York Homeopathic Medical College and Flower Hospital, dated Dec. 23, 1910, from which the following extracts are taken.

"I operated on Monday from 9 o'clock in the morning until 4 o'clock in the afternoon, and a good many hours since that day. Most of my work consisted of picking fragments of broken glass from human flesh and repairing damages resulting from broken glass. I removed an eye from one poor victim, and another lost both eyes. Several suffered minor injuries of the eye, but all of them had serious scalp and face wounds due to the same cause.

"The United States census reports show that the largest factor in 'the causes of death', is death by accident. I think it is time that the public came to appreciate this fact, and anything which will eliminate possible causes of death and injury should be insisted upon."



WIRE GLASS ABOVE, ALL INTACT—WINDOW GLASS BELOW WRECKED

Economy was practised in the construction of the building shown at the top of opposite page, but as evidenced in the picture, it was false economy.

Consistent economical construction is practical, viz: simplicity of design and the use of non-combustible materials such as Wire Glass in approved metal frames, and reinforced concrete or brick with no heavy cornices, bay windows, towers and other such attempts at making the building elaborate, unless, of course, a real handsome design can be properly carried out within the amount set aside for that purpose.

The point I wish to bring out is, that in the judgment of Fire Prevention Engineers, it is far better to economize by erecting a factory of simple design, yet attractive by reason of its neatness, such as Wm. F. Baker & Co's building shown opposite, in which only non-combustible materials are used, assuring adequate fire and breakage protection, with the minimum insurance rate and cost of maintenance.

Do you not think this better than erecting a building of such expensive construction in one way, that it becomes necessary to go without proper fire and breakage protection by installing wooden frames and ordinary glass, for the sake of keeping within the building appropriation?



Am. Tree Founders Co. Communipaw N.J. 7/31/16.



WINDOW GLASS ABOVE, ALL DESTROYED EXCEPT A FEW LIGHTS—WIRE
GLASS BELOW, ALL INTACT EXCEPT A FEW LIGHTS



UDOLPHO SNEAD, President

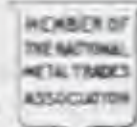
ADDRESS ALL COMMUNICATIONS TO THE COMPANY

PROPOSALS CAN BE CHANGED WITHOUT NOTICE AND AGREEMENTS ARE CONTINGENT UPON STRIKES, ACCIDENTS AND UNAVOIDABLE DELAYS

CHARLES E. SNEAD, Vice President

JACOB F. ARNOLD, Genl. Manager

H. F. MACDONALD, Superintendent



THE SNEAD & CO. IRON WORKS

INCORPORATED

Macdonald Roller Ramming Machines
Pattern Drawing Machines
Foundry Equipment

OFFICE AND WORKS, FOOT OF PINE STREET
NEAR PACIFIC AVENUE STATION CENTRAL BERGEN N.J.
TELEPHONES 1185 BERGEN
1186

JERSEY CITY, N. J. August 9, 1916

The Mississippi Wire Glass Company,
220 Fifth Avenue,
New York, N. Y.

Gentlemen:

Regarding your inquiry as to how Wire Glass in our plant withstood the concussion of the explosion on Black Tom Peninsular, beg to advise that we had two buildings - one entirely glazed with Wire Glass, the other, half ordinary window glass.

In our foundry building glazed with window glass there is hardly a light left. In one building where we had extremely large sash with Wire Glass the concussion was so severe that several steel sash were blown in bodily; a number of others were partly blown in but in no case did the writer see an instance where a light of Wire Glass fell out unless the sash went with it. A number of lights were cracked but the wire mesh held the glass in the frame. In another building where the sash were more firmly secured and the construction of the building such as to impart a certain amount of elasticity to the walls, while the Wire Glass was cracked in many instances, in no place was a light dislodged.

Had this accident occurred in the day time, we would have unquestionably had a number of men injured by the ordinary window glass falling on them. We therefore feel the use of Wire Glass a material protection to occupants of any building.

In our power house which had Wire Glass windows, some of the lights were about 3 x 5 feet and several of these were blown in; a number of others cracked but stayed in place. We would, therefore, recommend the use of small size lights of glass and feel that it should not have a maximum dimension of over 20 inches. With glass not exceeding this size there would be little or no danger under similar circumstances of glass being dislodged.

Yours very truly,

THE SNEAD & CO. IRON WORKS,

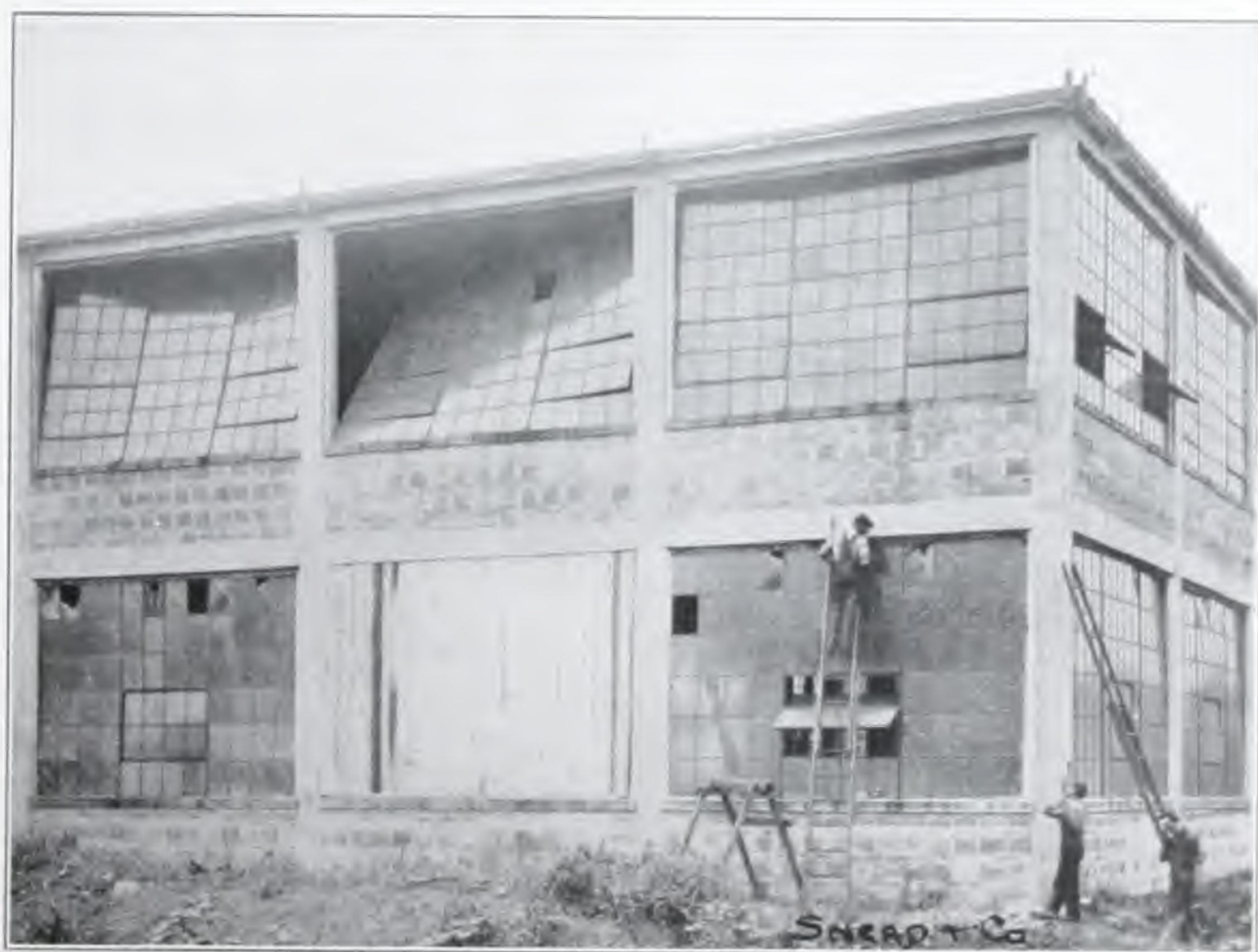
H. F. Macdonald

Vice President.

HPM:EPS



NOTE WIRE GLASS ALL INTACT



NOTE FRAMES PARTLY BLOWN IN, BUT WIRE GLASS INTACT

Eugene A. Rielle, President

William J. Reed, Secretary

Louis Hunko, Treasurer

Standard Motor Construction Company

Manufacturers of Marine Gas and Oil Engines

Office and Factory 162-180 Hudson Street, Jersey City, N.J.

CABLE ADDRESS
STANDMOTOR
CODES
WESTERN UNION, USERS ABC
4TH AND 5TH EDITION

Within 15 minutes ride C.R.R. of N.J. from Liberty Street N.Y.C. to Pacific Ave Station

August 10, 1916.

Mr. E. H. Hobbie,
Mississippi Wire Glass Co.,
220 Fifth Avenue,
New York City.

Dear Sir:

Replying to your inquiry of August 8th, in reference to how Mississippi Wire Glass acted in our building when exposed to the concussion from the explosion on Black Tom Peninsular; we wish to state we are very much pleased with the way Mississippi Wire Glass withstood this shock. While it was cracked in many places there was not a light of glass blown out except where the entire metal frame had given way and the twisting of the frame naturally destroyed the glass.

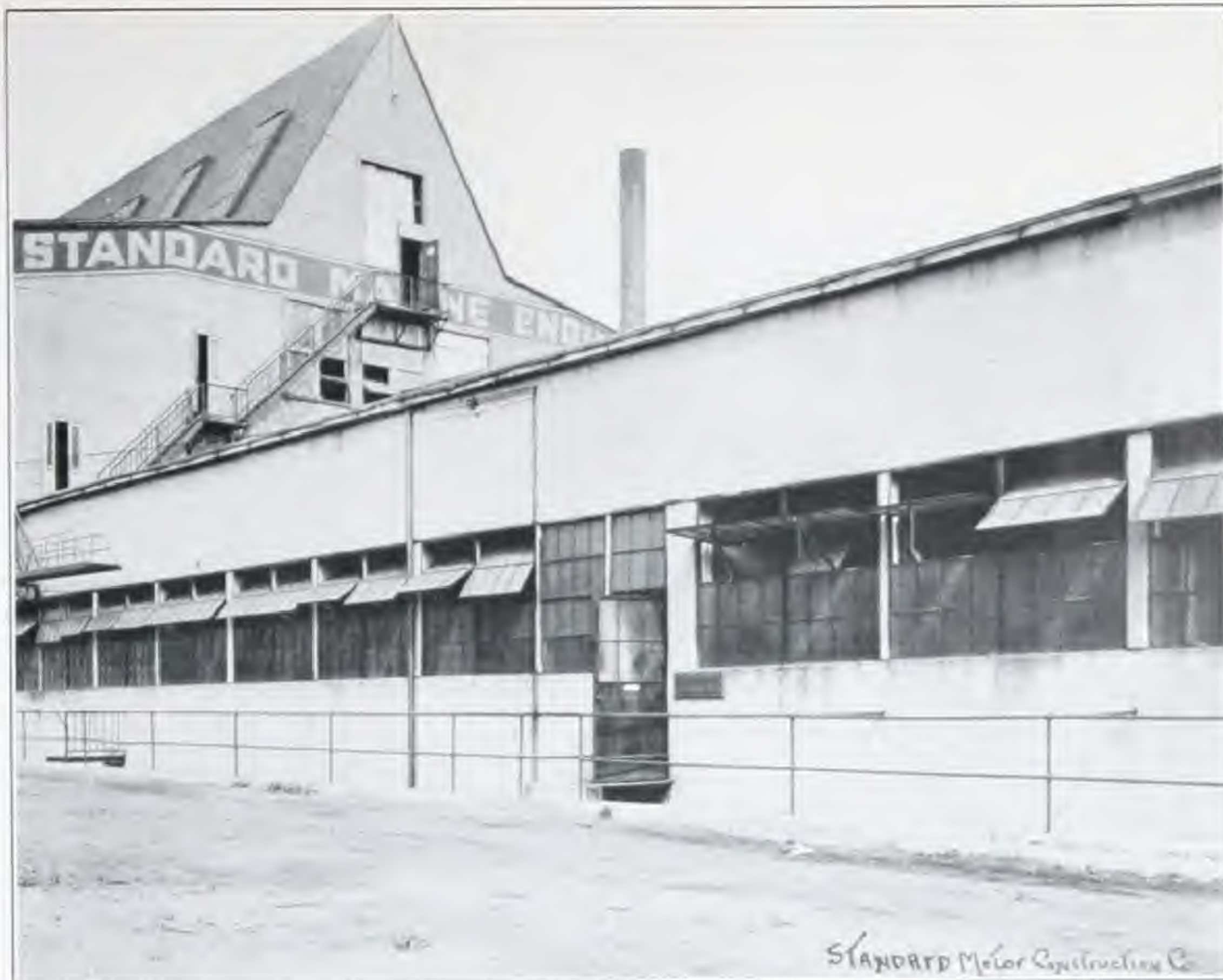
We would further state that with the Wire Glass and metal frames all in place, the operation of our plant was in no way interrupted and therefore feel that we used very good judgment in installing Mississippi Wire Glass as a protection against fire and breakage.

Yours very truly,
STANDARD MOTOR CONSTRUCTION COMPANY

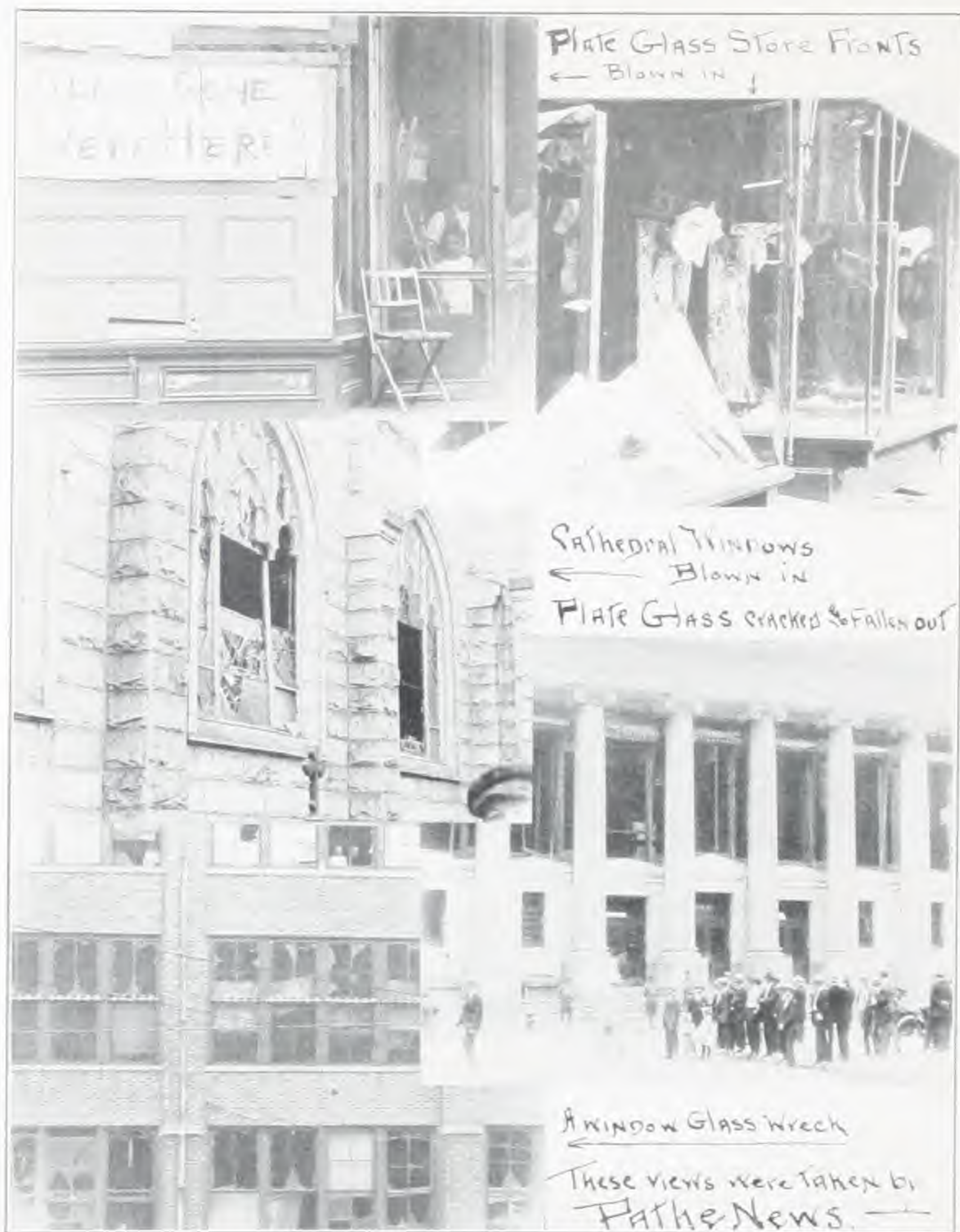
Eugene A. Rielle
President.

EAR:G

ALL QUOTATIONS FOR IMMEDIATE ACCEPTANCE ONLY



NOTE CRACKS IN WIRE GLASS, BUT EVERY LIGHT INTACT



TYPES OF GLASS DESTROYED BY EXPLOSION—NO WIRE GLASS HERE



This factory is not deserted—merely boarded up as a means of protecting its contents.

The plain glass and wood frames could not stand the shock, so if work is being carried on within the four walls, it certainly must be under adverse conditions.

MORAL. Turn over a new leaf.

On the next page is that with which you should be familiar.

MISSISSIPPI WIRE GLASS

A protection against fire and breakage



WIDTH

POLISHED "WIRE GLASS"

Sizes up to 48" wide and 130" long, in about $\frac{5}{16}$ " thick. Sizes up to 30" wide and 72" long, in about $\frac{5}{8}$ " thick. The twist of the wire runs with the length of the sheet, and should be set vertically. In ordering always specify width first.



WIDTH

SYENITE "WIRE GLASS"

Sizes up to 46" wide and 130" long. Thickness $\frac{1}{4}$ of an inch. The twist of the wire runs with the length of the sheet, and should be set vertically. In ordering always specify width first.



WIDTH

ROMANESQUE "WIRE GLASS"

Sizes up to 46" wide and 130" long. Thickness $\frac{1}{4}$ of an inch. The twist of the wire runs with the length of the sheet, and should be set vertically. In ordering always specify width first.



WIDTH

ROUGH "WIRE GLASS"

Sizes up to 48" wide and 130" long. Thicknesses $\frac{1}{4}$ and $\frac{3}{8}$ of an inch. The twist of the wire runs with the length of the sheet, and should be set vertically. In ordering always specify width first.



WIDTH

RIBBED "WIRE GLASS"

Sizes up to 48" wide and 130" long. Thicknesses $\frac{1}{4}$ and $\frac{3}{8}$ of an inch. The twist of the wire runs with the length of the sheet, and should be set vertically. In ordering always specify width first.



WIDTH

PENTECOR "WIRE GLASS"

Sizes up to 48" wide and 130" long. Thickness $\frac{1}{4}$ of an inch. The twist of the wire runs with the length of the sheet. In ordering always specify width first.

MISSISSIPPI WIRE GLASS PRODUCTS



